

**BACHELOR OF BUSINESS ADMINISTRATION  
(RETAIL SERVICES)  
(BBARS)**

00253

**Term-End Examination**

**December, 2013**

**BRS-005 : BUSINESS COMMUNICATION - I  
(LANGUAGE SKILLS)**

*Time : 2 hours*

*Maximum Marks : 50*

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*Note : Answer any five questions. All questions carry equal marks.*

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1. What are some of the barriers which prevent effective communication ? Discuss some strategies of communication that you would use to overcome these barriers. 10
2. What are some of the forms of downward internal communication ? Discuss the function of five of these forms of communication. 10
3. In composing effective business communication in writing, it is important to adhere to certain guidelines. What are the principles that form the backbone of any effective business writing ? 10
4. You took delivery of twenty telephone handsets today. You checked them and found that three of them are faulty. Write a letter/e-mail to the supplier complaining about the above. 10

5. What are the problems that many new presenters face ? As a person who has had adequate experience in this area, suggest five tips that you would give to a new presenter. 10
  6. Non-verbal communication is as important as verbal communication. Discuss in the light of customer service requirements. 10
  7. What is a proposal ? Why is it required in business ? Write the framework of a proposal. 10
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